



MARY ANN SWETLAND  
CENTER FOR  
ENVIRONMENTAL HEALTH



## **Request for Proposals**

### **Educational Videos to Promote Nutrition Incentive Program Use among SNAP Consumers at Farmers Markets and Grocery Stores**

The mission of the [Mary Ann Swetland Center for Environmental Health](#) at Case Western Reserve University, School of Medicine is to study the complex interplay between environmental determinants and population health outcomes. Food systems and health equity are priority research areas of the Swetland Center, including research focused on nutrition incentive programming at farmers' markets as a strategy to promote healthy food access for consumers receiving Supplemental Nutrition Assistance Program (SNAP) benefits.

In 2022, the Swetland Center developed version 1.0 of FM Engage, a web application designed to connect farmers' markets and customers by providing up to date information about market options so families can prepare for market day. This tool was developed in partnership with partners at [Ohio SNAP-Ed](#) and [Produce Perks Midwest](#). FM Engage includes features such as: allowing market managers to send messages to subscribers of their markets; update market day inventory based on growing season; and share information about market events and vendors. Customers can subscribe to specific markets to receive updates, learn about market options, and create shopping lists for market day. When piloting FM Engage 1.0 with market managers and SNAP consumers, instructional content such as short videos about how to use Produce Perks and SNAP tokens at the market was highly requested.

**We have plans to further develop and enhance in FM Engage early 2023, including the addition of this requested educational video content for inclusion within the FM Engage web application and/or the Produce Perks Midwest [main website](#).**

The following deliverables will be expected as a part of this agreement.

#### **Requested Project Deliverables:**

- Development of two unique videos that include the following content and specifications (by May 31, 2023).
  - Videos should clearly explain how to use federal nutrition incentive programs at farmers markets and grocery stores.
  - Videos should be approximately 1 minute long.
  - Videos should be included in a format for viewing on both desktop and mobile devices.
  - Videos should have the ability to provide closed captions and adjust playback speed.
  - Videos should be widely understandable and not explain the process in an overly complex manner.

- Preference given to videos that are animated to improve transferability of content among sites statewide.
- Video must be available in English and Spanish (at a minimum with Spanish subtitles).
- Hold monthly status meetings with the Swetland Center and Produce Perks Midwest partners (March 1, 2023 - June 30, 2023).
  - Develop and gather feedback on storyboard for development of each video.
  - Ability to make adjustments to video based on feedback from Swetland Center team, Produce Perks Midwest, and their community partners, as applicable and if feasible for the project.

**Proposal Details for Consideration (please provide brief (max 500 words) responses to the following)**

1. Company Overview
2. Service Offerings
3. Development Lifecycle Philosophy including strategies to stay on time and on budget
4. Case Studies of Similar Work
5. Professional Services References (at least 2)
6. Proposal (no word limit for each bullet)
  - a. Solution Overview including defining the process you would follow to produce the necessary video content
  - b. Project Scope
  - c. Project Team including roles and responsibilities
  - d. Project Timeline including confirmation that deliverables will be met on time
  - e. Pricing Model including breakdown by each component
  - f. Maintenance Plan and Product Roadmap

**Additional Details**

- Contractor will be required to register as a vendor with CWRU and follow CWRU policies for vendor reimbursement
  - **Have you ever been a contractor with CWRU?**      \_\_\_ Yes      \_\_\_ No

**Estimated Timeline:**  
March - June 2023

**Total Budget for All Deliverables:**

Up to \$4,750 (Estimated cost must include a quote per item of RFP, including estimated labor). Estimates must include costs for potential graphic design to develop a high-quality and visually appealing product.

**Submit information by January 30, 2023 at 5pm EST to [kxp489@case.edu](mailto:kxp489@case.edu).**

Please reach out to [kxp489@case.edu](mailto:kxp489@case.edu) if you have any questions or would like to set up a consultation.